DOCUMENT RESUME

ED 308 897 JC 890 328

AUTHOR Head, Ronald B.
TITLE PVCC "Market Share" of Selected High Schools Graduating Class of 1988. Research Report No. 6-89.
INSTITUTION Piedmont Virginia Community Coll., Charlottesville, VA. Office of Institutional Research and Planning.
PUB DATE Jul 89
NOTE 17p.
PUB TYPE Reports - Research/Technical (143)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS College Attendance; *College Bound Students; Community Colleges; *Enrollment Projections; *High School Graduates; Noncollege Bound Students; Student Recruitment; Two Year Colleges

ABSTRACT

In 1989, a study was conducted at Piedmont Virginia Community College (PVCC) to assess the effectiveness of the college's recruitment efforts by determining the college's "market share" of local high school graduates; i.e., the percentage of PVCC students who were recent graduates of public high schools within PVCC's service region. Specifically, the study sought to determine the number of 1988 high school graduates who enrolled at PVCC in 1988-89, the number who enrolled full time, the number of 1988 graduates from each high school, PVCC's market share of each high school's graduating class, and enrollment trends. Study findings included the following: (1) PVCC enrolled over 20% of the 1988 graduates from four of the eight high schools in its service region; (2) although PVCC's total market share for all high school graduates increased between 1987-88 and 1988-89, the full-time market share fell from 12% to 10.7%; (3) the number of high school graduates in PVCC's service region increased by approximately 1.3% between 1987-88 and 1988-89; and (4) of the 464 recent high school graduates who enrolled at PVCC in 1988-89, 49.6% enrolled full time and 69.4% had graduated from one of the eight high schools in the college's service area. (ALB)

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# PVCC "MARKET SHARE"

# OF SELECTED HIGH SCHOOLS

# GRADUATING CLASS OF 1988

Ronald B. Head (Author)
Coordinator of Institutional Research and Planning
Piedmont Virginia Community College

Office of Institutional Research and Planning
Piedmont Virginia Community College
Charlottesville, Virginia 22901
Research Report No. 6-89

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# PVCC Institutional Research Brief

July 1989

## PVCC SERVICE REGION HIGH SCHOOL "MARKET SHARE" CLASS OF 1988

This brief highlights the findings of *PVCC "Market Share" of Selected High Schools--Graduating Class of 1988* (PVCC Institutional Research Report No. 6-89, July 1989). The term "market share" refers to the percentage of a high school graduating class which enrolls at Piedmont Virginia Community College (PVCC) during the academic year immediately following high school graduation. Figure 1 displays both the total and the full-time "market share" for all public high schools within the PVCC service region.

As has been the case for service region high school graduates during the past several years, PVCC enrolled over 20% of all 1988 graduates from three schools--Albemarle (26.6%), Charlottesville (25.3%), and

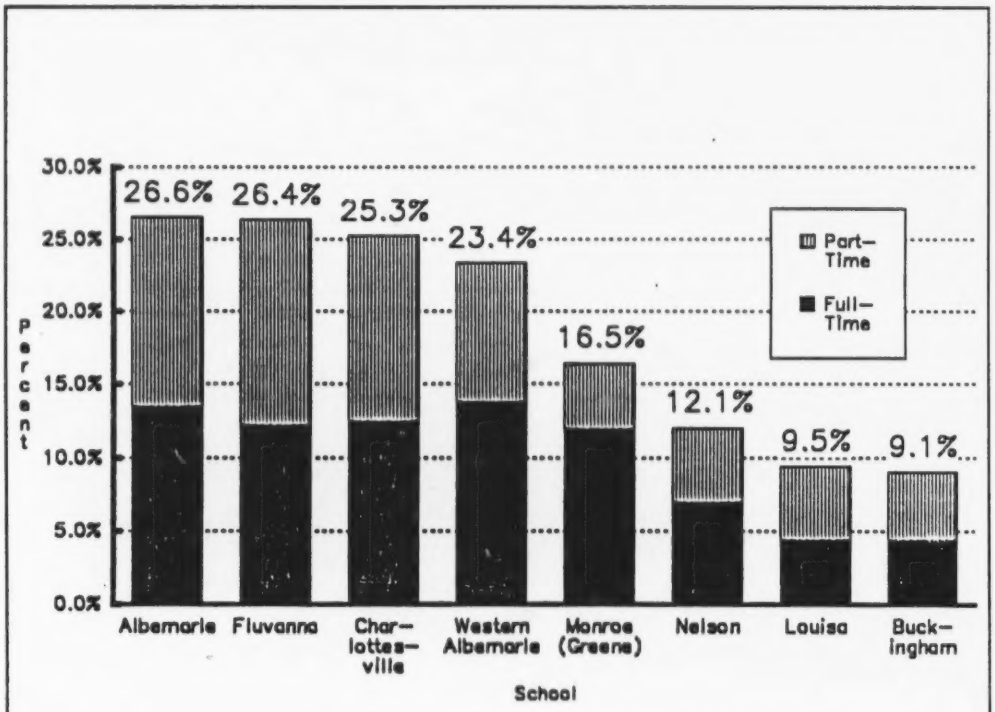


FIGURE 1: 1988 SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES ENROLLING AT PVCC DURING 1987-88

(Continued on reverse side)

Western Albemarle (23.4%). Surprisingly, over one-quarter of all 1988 Fluvanna County High School graduates enrolled at PVCC (26.4%). The "market share" figure for Fluvanna doubled between 1987-88 and 1988-89 (from 13.2% to 26.4%). While Fluvanna graduated nearly one-third fewer students in 1988 than it did in 1987, the number of 1988 graduates attending PVCC actually increased by 40%.

Although the total "market share" for all service region high school graduates increased between 1987-88 and 1988-89, the full-time "market share" did not. The full-time "market share" figure fell from 12% to 10.7%. As can be seen in Figure 2, the gap between total and full-time "market share" at PVCC is now wider than at any other time in the past.

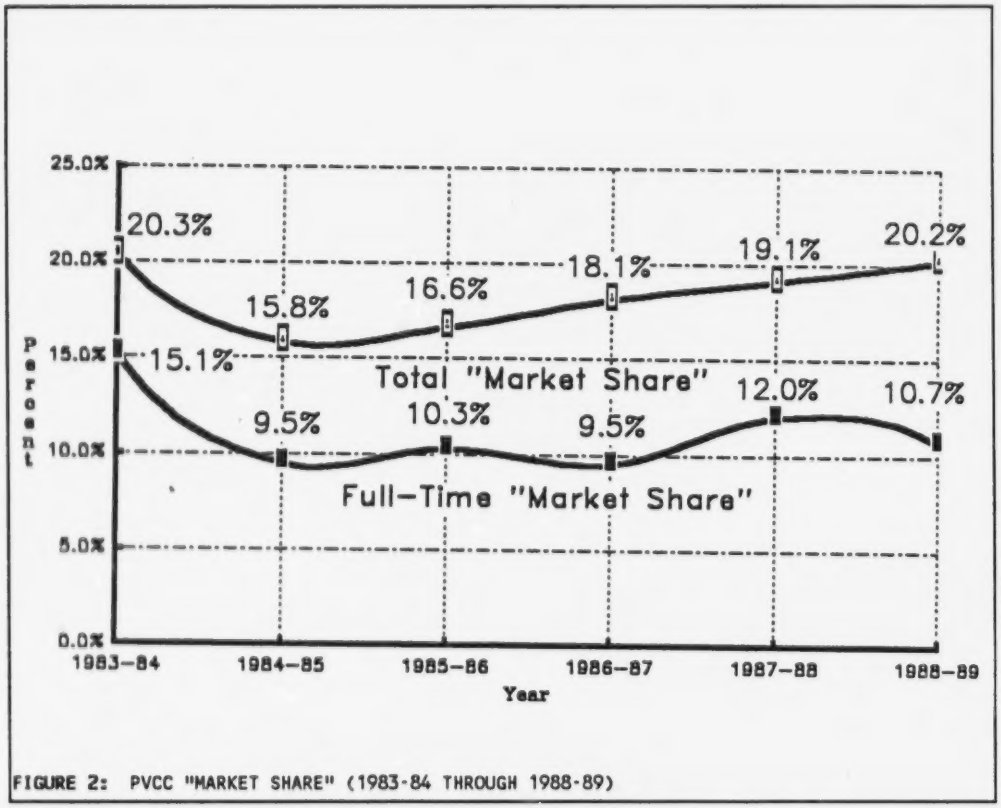

FIGURE 2: PVCC "MARKET SHARE" (1983-84 THROUGH 1988-89)

Between 1988 and 1989, the number of high school graduates from within the PVCC service region increased by approximately 1.3%. Between 1989 and 1990, it is projected to grow by another 2.5%. If PVCC can continue to enroll over 20% of each year's graduating classes, a record number of service region high school graduates will be served by their community college. If more of these students enroll full-time, PVCC may well establish full-time equivalent student (FTES) records.

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# PVCC "MARKET SHARE" OF SELECTED HIGH SCHOOLS GRADUATING CLASS OF 1988

## INTRODUCTION

A large number of both first-time and full-time students who enroll at Piedmont Virginia Community College (PVCC) each year are recent graduates of public high schools within the college's service region.[1] In fact, public high schools within the service region are perhaps the primary source of new students at the college. PVCC spends considerable time and energy recruiting students from these schools, and it is important that the college acquire annual "market share" information to determine how successful its recruiting strategies have been.

This is the sixth in a series of reports on the number and percentage (or "market share") of service region high school graduates who attend PVCC during the year

[1]The college's service region consists of the counties of Albemarle, Fluvanna, Greene, and Nelson, the city of Charlottesville, and one-half of Buckingham and Louisa counties. Public high schools within the service region are Albemarle High School, Western Albemarle High School, Buckingham County High School, Fluvanna County High School, William Monroe High School (Greene County), Louisa County High School, Nelson County High School, and Charlottesville High School.

immediately following their high school graduation.[2] In terms of content and methodology, this report is similar to previous reports.

Specifically, this study addresses the following questions:

1. How many 1988 graduates from public service region high schools enrolled at PVCC during 1988-89? How many of these enrolled full-time?

2. How many students graduated from each public service region high school in 1988?

3. What was the PVCC "market share" for each public service region high school? In other words, what proportion of the graduating class from each school enrolled at PVCC during 1988-89?

4. How does the "market share" for the class of 1988 compare with those for previous classes?

## RESULTS

Table 1 presents the number of 1988 high school graduates who enrolled at PVCC during the 1988-89 academic year.[3] Approximately one-half of these students

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[2]See Robert A. Ross, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1983* (PVCC Institutional Research Report No. 4-84, August 1984), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1984* (PVCC Institutional Research Report No. 5-85, December 1985), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1985* (PVCC Institutional Research Report No. 4-87, May 1987), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1986* (PVCC Institutional Research Report No. 9-87, December 1987), and Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1987* (PVCC Institutional Research Report No. 8-88, October 1988).

[3]The 1988-89 academic year consisted of Summer Semester 1988, Fall Semester 1988, and Spring Semester 1989.

TABLE 1: NUMBER OF 1988 HIGH SCHOOL GRADUATES WHO ENROLLED AT PVCC DURING 1988-1989

| NAME OF HIGH SCHOOL | BY RACE: WHITE FT | WHITE TOTAL | BLACK FT | BLACK TOTAL | OTHER FT | OTHER TOTAL | BY SEX: MALE FT | MALE TOTAL | FEMALE FT | FEMALE TOTAL | GRAND TOTAL FT | GRAND TOTAL TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Albemarle | 53 | 100 | 2 | 8 | 2 | 3 | 25 | 53 | 32 | 58 | 57 | 111 |
| Western Albemarle | 30 | 50 | 1 | 3 | 1 | 1 | 19 | 31 | 13 | 23 | 32 | 54 |
| Buckingham | 5 | 7 | 1 | 5 | 0 | 0 | 2 | 5 | 4 | 7 | 6 | 12 |
| Fluvanna | 12 | 24 | 1 | 4 | 0 | 0 | 3 | 11 | 10 | 17 | 13 | 28 |
| Monroe (Greene) | 11 | 15 | 0 | 0 | 0 | 0 | 2 | 4 | 9 | 11 | 11 | 15 |
| Louisa | 9 | 20 | 1 | 1 | 0 | 0 | 5 | 8 | 5 | 13 | 10 | 21 |
| Nelson | 8 | 15 | 2 | 2 | 0 | 0 | 5 | 8 | 5 | 9 | 10 | 17 |
| Charlottesville | 27 | 52 | 5 | 12 | 0 | 0 | 15 | 29 | 17 | 35 | 32 | 64 |
| TOTAL-IN-DISTRICT | 155 | 283 | 13 | 35 | 3 | 4 | 76 | 149 | 95 | 173 | 171 | 322 |
| OUT-OF-DISTRICT | 43 | 96 | 4 | 8 | 0 | 0 | 23 | 47 | 24 | 57 | 47 | 104 |
| OUT-OF-STATE | 10 | 36 | 2 | 2 | 0 | 0 | 4 | 14 | 8 | 24 | 12 | 38 |
| GRAND TOTAL | 208 | 415 | 19 | 45 | 3 | 4 | 103 | 210 | 127 | 254 | 230 | 464 |

were full-time (49.6%),[4] and over two-thirds (69.4%) had graduated from one of the public high schools within the PVCC service region.

Figure 1 displays the number of full-time and part-time graduates from each of the public service region high schools. As was the case with 1984, 1985, 1986, and 1987 graduates, the school contributing the most students to PVCC was Albemarle (111). The next two largest schools, in terms of number of graduates enrolling at PVCC, were Charlottesville (64) and Western Albemarle (54). These three schools

[4]A student who registered for 12 or more hours of course work during *any* term within the 1988-89 academic year is considered full-time for the purposes of this study. For example, a student attending two semesters part-time, and only one semester full-time, would be considered full-time.

accounted for slightly less than three-quarters of the newly enrolled high school graduates from within the service region (70.8% of full-time students and 71.1% of all students).

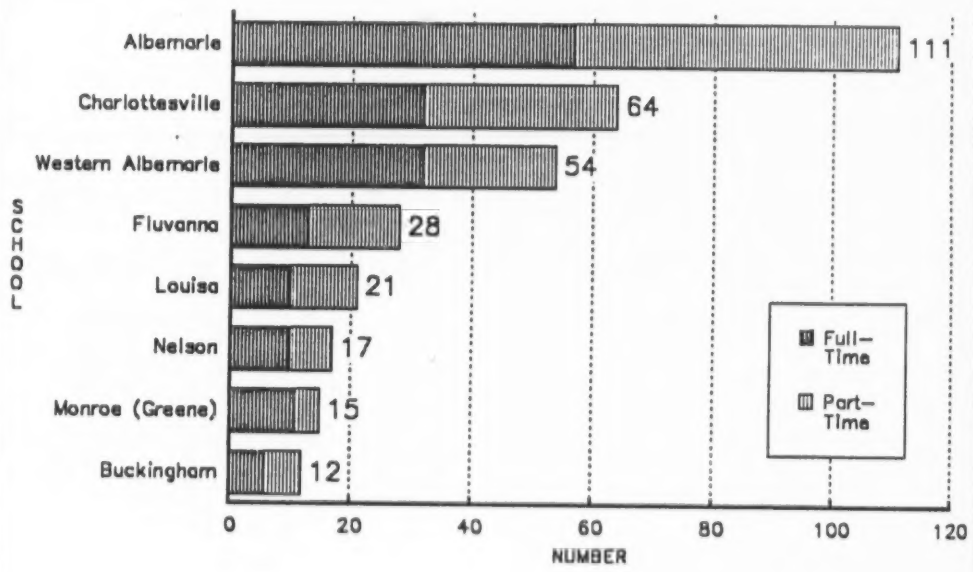


FIGURE 1: 1988 SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES ENROLLING AT PVCC DURING 1988-89

The size of the various graduating classes for 1988 is provided in Table 2. Predictably, and as was the case with the classes of 1984, 1985, 1986, and 1987, the three largest graduating classes were, in order, Albemarle (418), Charlottesville (253), and Western Albemarle (231).

Public service region high schools graduated slightly more students in 1988 than in 1987. Between 1984 and 1985, a decline of 5.5% in the number of graduates occurred; between 1985 and 1986, an increase of 5.8% occurred; between 1986 and 1987, a decline of 9.7% occurred; and between 1987 and 1988, an increase of 1.2% occurred.

TABLE 2: COMPOSITION OF SERVICE REGION PUBLIC HIGH SCHOOL GRADUATING CLASSES OF 1988

| NAME OF HIGH SCHOOL | BY RACE WHITE | BLACK | OTHER | BY SEX MALE | FEMALE | GRAND TOTAL |
|---|---|---|---|---|---|---|
| Albemarle | 335 | 69 | 14 | 205 | 213 | 418 |
| Western Albemarle | 217 | 9 | 5 | 127 | 104 | 231 |
| Buckingham | 55 | 77 | 0 | 64 | 68 | 132 |
| Fluvanna | 72 | 34 | 0 | 43 | 63 | 106 |
| Monroe (Greene) | 83 | 8 | 0 | 37 | 54 | 91 |
| Louisa | 146 | 74 | 0 | 106 | 114 | 220 |
| Nelson | 104 | 36 | 0 | 65 | 75 | 140 |
| Charlottesville | 177 | 71 | 5 | 116 | 137 | 253 |
| TOTAL | 1,189 | 378 | 24 | 763 | 828 | 1,591 |

The largest increase in number of graduates occurred at Louisa (18.9%). Other schools at which the number of graduates increased were Buckingham (8.2%), Nelson (4.5%), Albemarle (3.2%), Charlottesville (1.6%), and Western Albemarle (1.3%). The number of graduates declined at two schools. Fluvanna County High School graduated nearly one-third fewer graduates (-30.3%), while William Monroe High School in Greene County graduated six fewer students (-6.2%).

The PVCC "market share" by sex and by race for both full-time students and all students is shown in Table 3. The PVCC "market share" is also displayed in Figure 2 in order from highest figure to lowest.

**TABLE 3:** PVCC "MARKET SHARE" OF SERVICE REGION PUBLIC HIGH SCHOOLS DURING 1988-89

| NAME OF HIGH SCHOOL | FULL-TIME STUDENTS | | | | | | ALL STUDENTS | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WHITE | BLACK | OTHER | MALE | FEMALE | TOTAL | WHITE | BLACK | OTHER | MALE | FEMALE | TOTAL |
| Albemarle | 15.8% | 2.9% | 14.3% | 12.2% | 15.0% | 13.6% | 29.9% | 11.6% | 21.4% | 25.9% | 27.2% | 26.6% |
| Western Albemarle | 13.8% | 11.1% | 20.0% | 15.0% | 12.5% | 13.9% | 23.0% | 33.3% | 20.0% | 24.4% | 22.1% | 23.4% |
| Buckingham | 9.1% | 1.3% | 0.0% | 3.1% | 5.9% | 4.5% | 12.7% | 6.5% | 0.0% | 7.8% | 10.3% | 9.1% |
| Fluvanna | 16.7% | 2.9% | 0.0% | 7.0% | 15.9% | 12.3% | 33.3% | 11.8% | 0.0% | 25.6% | 27.0% | 26.4% |
| Monroe (Greene) | 13.3% | 0.0% | 0.0% | 5.4% | 16.7% | 12.1% | 18.1% | 0.0% | 0.0% | 10.8% | 20.4% | 16.5% |
| Louisa | 6.2% | 1.4% | 0.0% | 4.7% | 4.4% | 4.5% | 13.7% | 1.4% | 0.0% | 7.5% | 11.4% | 9.5% |
| Nelson | 7.7% | 5.6% | 0.0% | 7.7% | 6.7% | 7.1% | 14.4% | 5.6% | 0.0% | 12.3% | 12.0% | 12.1% |
| Charlottesville | 15.3% | 73.2% | 0.0% | 12.9% | 12.4% | 12.6% | 29.4% | 16.9% | 0.0% | 25.0% | 25.5% | 25.3% |
| SERVICE REGION | 13.0% | 3.4% | 12.5% | 10.0% | 11.5% | 10.7% | 23.8% | 9.3% | 16.7% | 19.5% | 20.9% | 20.2% |

As has been the case for service region high school graduates during the past several years, PVCC enrolled over 20% of all 1988 graduates from three schools--Albemarle (26.6%), Charlottesville (25.3%), and Western Albemarle (23.4%). Surprisingly, over one-quarter of all 1988 Fluvanna County High School graduates enrolled at PVCC (26.4%). The "market share" figure for Fluvanna doubled between 1987-88 and 1988-89 (from 13.2% to 26.4%). While nearly one-third fewer graduates were available from Fluvanna, the number attending PVCC actually increased by 40%.

Of the remaining four public high schools within the PVCC service region, between 10% and 20% of the graduates from two attended PVCC--William Monroe (16.5%) and Nelson (12.1%)--and slightly less than 10% from the other two attended PVCC--Louisa (9.5%) and Buckingham (9.1%).

PVCC enrolled as full-time students more than 13% of all 1988 graduates from two schools--Western Albemarle (13.9%) and Albemarle (13.6%) --and more than 12% from three other schools--Charlottesville (12.6%), Fluvanna (12.3%), and William Monroe (12.1%). The full-time "market share" figures for Nelson was 7.1% and for both Buckingham and Louisa, it was 4.5%.

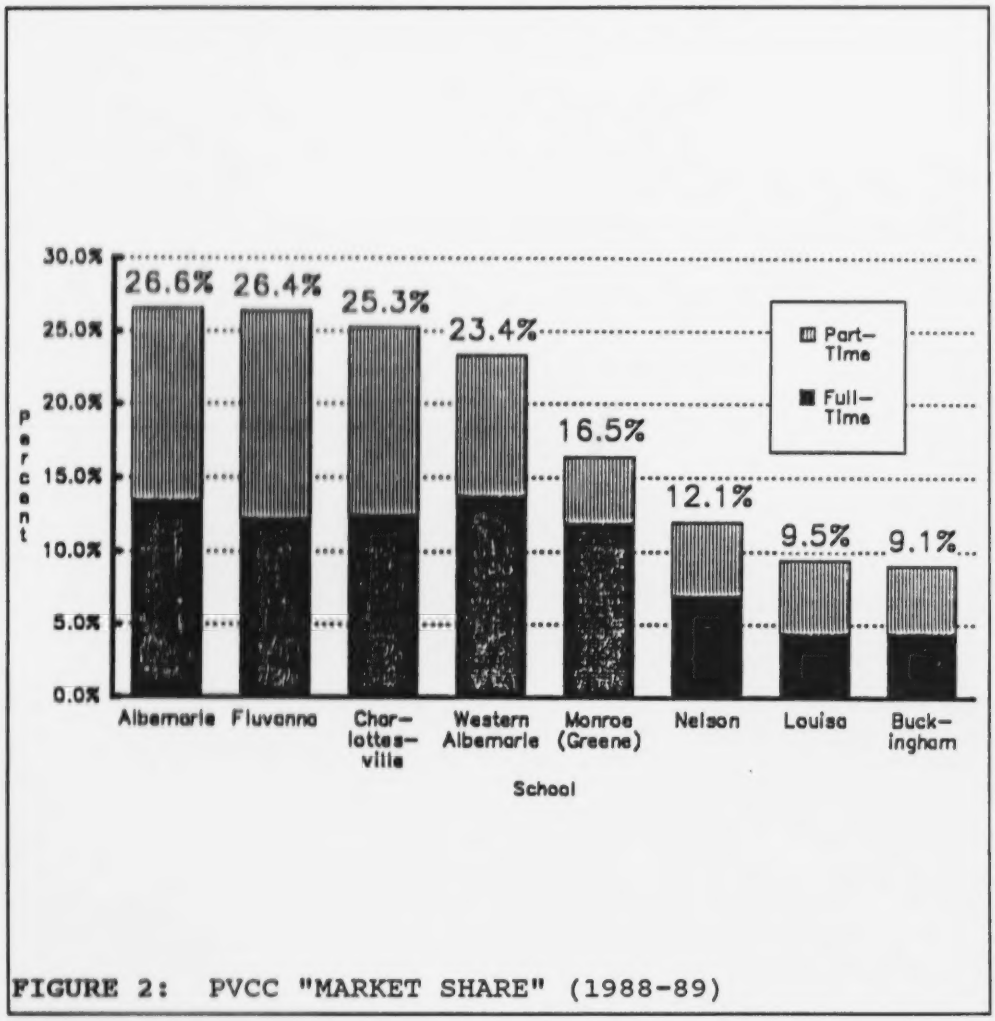


FIGURE 2: PVCC "MARKET SHARE" (1988-89)

The "market share" figures for 1988 service region public high school graduates who were female (20.9%) was slightly higher than that for graduates who were male (19.5%). As was the case with service region graduates in previous years, the "market

share" figures for black graduates enrolling at PVCC were much lower than those for either white students or minority students other than black. The only school at which this was not the case was Western Albemarle. One-third of all 1988 black Western Albemarle graduates attended PVCC during the 1988-89 academic year.

Between 1983-1984 and 1984-1985, "an alarming decrease" was reported "both in the number of graduates from area high schools enrolling at PVCC and the 'market shares' of the high schools themselves." [5] This trend was reversed the following year. Although "market share" figures for the graduating class of 1985 were still much lower than those for the graduating class of 1983, they were higher than those for the graduating class of 1984. "Market share" figures for the class of 1986 were even higher, as were figures for the classes of 1987 and 1988.

In other words, "market share" figures, as well as the number of service region public high school graduates enrolling at PVCC, have steadily climbed since the sharp decline reported between 1983-1984 and 1984-1985. In fact, the total "market share" figure for the service region is basically the same for 1988 graduates as it was for 1983 graduates. As can be seen in Table 4, the "alarming decrease" has been completely reversed.

Although the total "market share" figure for all service region high school graduates has steadily increased since 1984-1985, the "market share" figure for service region high school graduates enrolling full-time at PVCC has not. A precipitous drop was

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[5] *PVCC "Market Share" of Selected High Schools--Graduating Class of 1984, Op. Cit.*, p. 3.

TABLE 4: NUMBER AND "MARKET SHARE" OF SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES ATTENDING PVCC (1983-84 THROUGH 1988-89)

| NAME OF HIGH SCHOOL | 1983 H.S. Graduates Attending PVCC During 1983-1984 | | 1984 H.S. Graduates Attending PVCC During 1984-1985 | | 1985 H.S. Graduates Attending PVCC During 1985-1986 | | 1986 H.S. Graduates Attending PVCC During 1986-1987 | | 1987 H.S. Graduates Attending PVCC During 1987-1988 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | "Mkt. Share" | No. | "Mkt. Share" | No. | "Mkt. Share" | No. | "Mkt. Share" | No. | "Mkt. Share" |
| Albemarle | 110 | 27.2% | 89 | 21.4% | 75 | 20.5% | 88 | 24.3% | 106 | 26.2% |
| Western Albemarle | 63 | 23.7% | 42 | 17.9% | 53 | 22.3% | 63 | 25.7% | 59 | 25.9% |
| Buckingham | 7 | 4.9% | 3 | 2.3% | 6 | 4.1% | 7 | 3.9% | 3 | 2.5% |
| Fluvanna | 30 | 19.9% | 11 | 7.3% | 19 | 16.5% | 23 | 14.9% | 20 | 13.2% |
| Monroe (Greene) | 23 | 24.7% | 19 | 20.0% | 11 | 11.8% | 13 | 16.0% | 19 | 19.6% |
| Louisa | 20 | 9.8% | 16 | 8.0% | 18 | 9.9% | 20 | 10.2% | 26 | 14.1% |
| Nelson | 27 | 15.3% | 18 | 11.8% | 9 | 6.2% | 12 | 10.1% | 18 | 13.4% |
| Charlottesville | 65 | 25.1% | 57 | 23.9% | 62 | 25.6% | 67 | 24.0% | 50 | 20.1% |
| SERVICE REGION | 345 | 20.3% | 255 | 15.8% | 253 | 16.6% | 293 | 18.1% | 301 | 19.1% |

reported between 1983-1984 and 1984-1985. Between 1984-1985 and 1985-1986, the full-time "market share" figure rose slightly. Between 1985-1986 and 1986-1987, however, the full-time "market share" figure dropped, leading the author of this study to conclude:

> While PVCC does seem to be attracting its fair "market share" of recent high school graduates, more than in the past, these graduates are enrolling as only part-time students at the college. In 1983-1984, 67.8% of the 1983 service region high school graduates studying at PVCC were enrolled as full-time students. By 1986-1987, this figure had fallen to 52.6%. Perhaps, efforts should be made not only to have recent high school graduates attend PVCC, but to have them attend as full-time students.[6]

[6] *PVCC "Market Share" of Selected High Schools--Graduating Class of 1986, Op. cit.*, p. 11.

The gap between full-time and total "market share" narrowed the following year. The full-time "market share" figure for 1987 graduates was 12%, a 2.5% increase over the 1986 full-time "market share" figure. Unfortunately, between 1987-88 and 1988-89, the gap has again widened. In fact, the gap is now wider than at any other time in the past. This is depicted graphically in Figure 3.

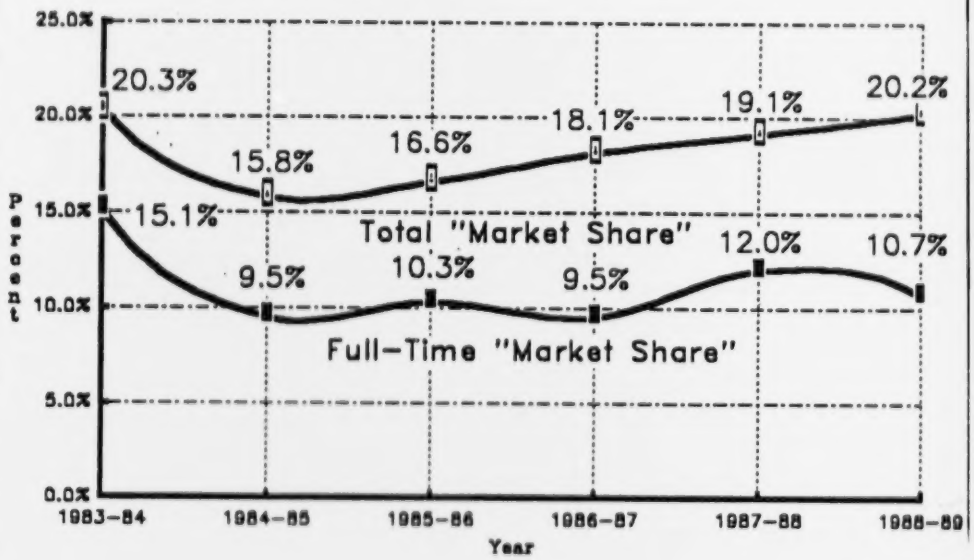


**FIGURE 3:** PVCC "MARKET SHARE" (1983-84 THROUGH 1988-89)

## CONCLUSIONS

The number of service region high school graduates enrolling at PVCC, as well as the "market share" itself, increased between 1987-88 and 1988-89. In fact, in terms of both number enrolled and "market share," 1988-89 figures nearly equalled those for 1983-84, the first "market share" figures recorded at PVCC and still the highest.

In terms of both number and percentage of full-time students, however, a decrease occurred between 1987-88 and 1988-89. Clearly, the enrollment of recent high school graduates from within the PVCC service region should be examined to determine why fewer are enrolling full-time at the college.

Between 1988 and 1989, the number of high school graduates from within the PVCC service region increased by approximately 1.3%. Between 1989 and 1990, it is projected to grow by another 2.5%. If PVCC can continue to enroll over 20% of each year's graduating classes, a record number of service region high school graduates will be served by their community college. If more of these students enroll full-time, PVCC may well establish full-time equivalent student (FTES) records.



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